

## DM-152-G

December 30, 1993

To All Division Managers

SUBJECT: 1994 Hand-Held Reporting - Full-Priced Brands

1-3-94  
To: All DM's  
Entry's  
All Reps

Based upon recommendations by you and your Sales Reps, we are pleased to report the following updates in hand-held reporting in 1994:

### FULL-PRICED BRANDS

#### 1. Premiums/BSGSFs

All premiums and BSGSFs will be reported by specific items/programs instead of brand groupings as in 1993. Hand-held codes for programs will be communicated to you via DM letter and/or SMS Function 551 "Workplan Communications" in the normal manner.

Example: Promotion #400120 "January SELECT B2G1F"  
H-H Reporting: **WIN B2G1F** (Report # Units Placed)  
SIS Dates: 1/3/94 - 2/25/94

#### 2. Buydowns

The following codes have been set up in the hand-held as well as PCs for full-priced buydown programs in 1994:

**CAM .20 BUYDWN**  
**SEL .20 BUYDWN**

**SAL .20 BUYDWN**  
**VAN .20 BUYDWN**

**SAL \$2 CTN BDWN**  
**VAN \$2 CTN BDWN**

(Please round to the nearest value using the .20 or \$2.00 values which was the same procedure in 1993.) If values should change, you will be notified of additional codes.

#### 3. Coupons/VPRs

Procedures and codes for coupon and VPR reporting by brand and values will not change at this time. We will make every effort to avoid duplication of entries in the hand-held and PCs to eliminate confusion when codes are added.

#### 4. Displays

Package and carton display reporting in hand-held/PCs will be by brand family, pack or carton as follows:

**WIN PK DISPLAY** Rate: \$1.50  
**WIN CTN DISPLAY** Rate: \$15.00

**CAM PACK DISPLAY** Rate: \$1.50  
**CAM CTN DISPLAY** Rate: \$15.00

**SAL PK DISPLAY** Rate: \$1.50  
**SAL CARTON DISPLAY** Rate: \$15.00

**VAN PACK DISPLAY** Rate: \$1.50  
**VAN CTN DISPLAY** Rate: \$15.00

The exception to these display codes above will be special displays with different rates. These exceptions will also be communicated via DM letter or Workplan Communication SMS Function 551.

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## SAVINGS BRANDS

### 1. BSGSFs

All BSGSF programs will be reported by specific programs instead of brand groupings as in 1993. Hand-held codes will be communicated to you via DM letter and/or SMS Function 551 "Workplan Communications" in the normal manner.

Example: Promotion #400118  
H-H Reporting: **DOR N. PK B1G1F**  
SIS Dates: 1/31/94 - 4/01/94

### 2. Coupons

All savings coupons should be reported consistent with 1993 guidelines. Values will appear in the hand-held and can be turned on or off depending on marketplace needs.

### 3. Buydowns/VPRs

To eliminate unnecessary reporting, buydowns and VPRs have been consolidated into a "price reduction" (PR. RED.) code for each family. For the DORAL and MONARCH families, price reduction points have been established to allow as accurate as possible reporting. A 20¢ pack and \$2.00 carton price reduction code has been established for the MAGNA, STERLING, Best Value and Private Label families. The pack code should be utilized for all package reductions and the carton code for carton reductions.

Example:  
H-H Reporting: **DOR .20 PR RED** (Report # of .20 Increments Needed for Payment)

### 4. Displays

Package and carton display reporting in hand-held/PCs will be by brand family, pack or carton as follows:

<b>DORAL PK DISPLAY</b>	Rate: \$1.50
<b>DORAL CTN DISPLY</b>	Rate: \$10

Additional hand-held codes will be added as needed by region emphasis and communicated via SMS Function 551 "Workplan Communications" or DM letter.

As a reminder, Sales Reps have the option of turning off hand-held designations they do not need for full-priced and savings brands.

Program Contact: Full-Priced: Sharon Reid, extension #2584  
Savings: Bill Duffy, extension #5776

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